LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1014—(96% ACCLAIM)—Req. No. 66382—Page—4/C—TV Guide, 1980 (B)
Printed in U.S.A.

Working Stock
OK BC 11/6/80
RF 11/9

Latest Wave Of Smoker Research: Smokers acclaim low tar MERIT as taste alternative to high tar smoking.

96% Acclaim Switch To Merit!

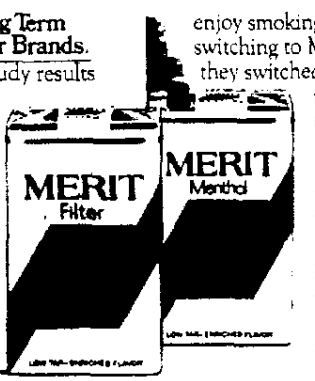
MERIT: Proven Long Term Alternative To High Tar Brands.

New national smoker study results prove it.

Proof: The overwhelming majority of MERIT smokers polled feel they didn't sacrifice taste in switching from high tar cigarettes.

Proof: 96% of MERIT smokers don't miss former high tar brands.

Proof: 9 out of 10 enjoy smoking *as much* since switching to MERIT, are *glad* they switched, and report MERIT is the best tasting low tar they've *ever* tried.



It's clearer than ever: MERIT delivers a winning combination of taste and low tar that's attracting more and more smokers every day and—more importantly—satisfying them *long term.*

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Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette. FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

Repe - TV Guide

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Source: https://www.industrydocuments.ucsf.edu/docs/mjfn0004